



onboarded



AWF x Onboarded by the Numbers

70+

recruiters using
Onboarded

500+

candidates onboarded
per month

91%

of candidates complete the
process in under 72 hours

91%

of candidates leave a
5-star satisfaction rating

AWF NZ x Onboarded

AWF NZ has been finding and placing skilled and semi-skilled workers in a range of blue-collar roles for almost 35 years. Today, AWF is New Zealand's largest staffing provider, with an unmatched geographic spread from Kaitiaki to Invercargill.

The Challenge

In the blue-collar staffing space, onboarding requirements can be significant, from checking a myriad of licenses and qualifications to detailed WHS inductions and even collecting medical history.

General Manager of Operations for AWF's parent company, Accordant Group, Kerrie Gregory says this was all being done manually at AWF. It was causing a bottleneck for consultants and unnecessary delays for candidates, so Kerrie quickly realised the team needed a better way.

"Work health and safety and compliance are critical at AWF. We have to ask candidates for quite a bit of additional information to ensure we are putting them in a safe environment. On top of the usual checks, qualifications and payroll information, we need to know about things like previous illness or injury that might put them at additional risk.

Our consultants were taking each candidate through a lengthy application pack to achieve this manually," Kerrie explains.

To complete the process, each candidate had to visit the office in person to complete a stack of paperwork, which was then entered manually into AWF's CRM system.

"It wasn't always easy finding times candidates could physically visit the office. Then there was the double handling of data. It was time-consuming and challenging for everyone. It also didn't align with our aspirations as a forward-thinking brand. It looked a little old school," Kerrie says.



The Solution

Kerrie says she wanted something seamless, automated and integrated with AWF's CRM to deliver a far better candidate and recruiter experience. She had heard of Onboarded before and suspected it might be the right solution.

So, she approached Onboarded and was impressed from the outset. Onboarded took AWF's paper-based onboarding process and digitised it end-to-end, offering a fast, on-brand, compliant candidate experience that is all done remotely.

"Working with Onboarded was very, very easy from the very beginning. (CEO) Raj and his team are excellent to work with. We worked with experienced team members while also having direct access to the senior leaders, and we felt supported every step of the way. The Onboarded team is incredibly efficient and made it so simple to get started," Kerrie says.

The Results

The team of 70+ recruiters at AWF are now onboarding 500+ candidates a month with a streamlined, digital process that candidates can complete anytime, anywhere with just a mobile phone.

"With Onboarded, more than 90% of our candidates complete their onboarding process in under 72 hours. There's no way our manual process could have ever delivered that.

"Our consultants can now focus on adding value in other areas, and our candidates can get on the job sooner, which means we deliver for our clients. So it's a win all around," Kerrie says.

She says Onboarded has significantly improved the candidate experience, too, with 91% giving the process a five-star satisfaction rating.

"In a space where you have so many compliance, legislative and WHS requirements, to get this kind of feedback is amazing."

Overall, Kerrie says she cannot recommend Onboarded highly enough.

"We've worked with a lot of companies over the past three years, and there are certainly not many that I'd put in the same camp as Onboarded for the product, experience or support. I wouldn't hesitate to recommend Onboarded to my network," she concludes.



"Every recruiter at AWF is now using Onboarded, and adoption across the team was fast and stress-free, exactly what you want from a new technology," she adds.

